

Message Text

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ACTION NEA-10

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R 251010Z JAN 77
FM AMEMBASSY ABU DHABI
TO USDOC WASHDC
INFO SECSTATE WASHDC 5526
AMEMBASSY JIDDA
AMEMBASSY MUSCAT
USINT BAGHDAD
AMCONSUL DHAHRAN

UNCLAS SECTION 1 OF 3 ABU DHABI 0277

DEPT PASS BAGHDAD

E.O. 11652: NA
TAGS: BEXP, TC
SUBJ: U.S. WATER RESOURCES TRADE MISSION, UAE WRAP-UP

REF: JIDDA 0337

1. SUMMARY: ON JANUARY 18 THIRTEEN-MAN U.S. WATER RESOURCES
TRADE MISSION CONCLUDED HIGHLY SUCCESSFUL FIVE-DAY TOUR OF
UAE. MISSION WAS RECEIVED ENTHUSIASTICALLY BY BUSINESSMEN
AND GOVERNMENT OFFICIALS THROUGHOUT THE COUNTRY. TESTIFYING
TO THE SUCCESS OF THE MISSION WERE IMMEDIATE SALES OF OVER
\$5 MILLION AND THE EXPECTATION OF MUCH LARGER ORDERS TO BE
PLACED IN THE NEXT TWELVE MONTHS. END SUMMARY

2. SUBJECT MISSION VISITED UAE ON SECOND STOP OF A THREE
COUNTRY TRIP. MISSION WAS MET AT DUBAI AIRPORT BY OFFICIALS
OF EMBASSY'S DUBAI COMMERICAL OFFICE. DISASTROUS BEGINNING
WAS AVERTED WHEN ALERT MISSION CONTROL OFFICER AND
CO-OPERATIVE AIRPORT STATION MANAGER HELD AIRCRAFT AND
RETRIEVED MISSION BAGGAGE WHICH WAS ON VERGE OF DEPARTING
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FOR KARACHI.

3. FOR LAST HALF OF TRIP MISSION PARTICIPATION WAS AT
100 PERCENT OF PLANNED LEVEL AS EMBASSY WAS ABLE TO
PERSUADE BECKMAN INSTRUMENTS GULF AREA REP TO JOIN MISSION FOR ABU
DHABI AND BAGHDAD STOPS.
ALSO, ALTHOUGH MISSION PARTICIPANT

REPRESENTING JOHNS-MANVILLE HAD TO LEAVE DUE TO FAMILY EMERGENCY, FIRM'S MID-EAST REP TOOK OVER THE NONE OF JOHNS-MANVILLE'S APPOINTMENTS WERE MISSED.

4. DUBAI ITINERARY: AMPLE PUBLICITY PROCEEDED MISSION IN DUBAI, ASSISTED BY USIS AND DUBAI BRANCH OFFICER INTERVIEW IN REGIONAL NEWSPAPER "GULF MIRROR". MISSION'S STAY IN DUBAI BEGAN WITH AN INFORMAL MEETING WITH MEMBERS OF DUBAI'S US BUSINESS COMMUNITY AT HOME OF DUBAI CONTROL OFFICER. ON FOLLOWING DAY (FRIDAY, JAN 14) MISSION TOOK BUS TOUR OF RAS-AL-KHAIMAH (UAE'S PRINCIPAL AGRICULTURAL AREA) AND LUNCED WITH PROMINENT RAS-AL-KHAIMAH BUSINESSMEN. THIS WAS THE FIRST VISIT TO RAS-AL-KHAIMAH BY A US TRADE DELEGATION. MOST OF SATURDAY WAS DEVOTED TO INDIVIDUAL DUBAI OFFICE ARRANGED MEETINGS WITH DUBAI BUSINESSMEN AND GOVERNMENT OFFICIALS. SATURDAY AFTERNOON MISSION MET WITH MEMBERS OF DUBAI CHAMBER OF COMMERCE. THIS MEETING WAS ALSO ATTENDED BY THE AMBASSADOR. SUNDAY MORNING WAS LEFT FREE FOR FOLLOWUP CALLS AND MISSION ARRANGED BUSINESSMAN MEETINGS. MISSION DEPARTED DUBAI AT NOON SUNDAY VIA LEASED BUS FOR ABU DHABI STOPPING EN ROUTE FOR TOUR OF JEBAL ALI, DUBAI'S NEW PORT AND INDUSTRIAL AREA.

5. DURING DUBAI VISIT CONTROL OFFICER HELD THREE MEALS AT HIS HOME AT WHICH SELECTED MISSION MEMBERS WERE ABLE TO MEET LOCAL BUSINESSMEN AND GOV'T LEADERS CONSIDERED TO BE THE BEST TARGET CONTACTS FOR THE MISSION MEMBERS IN QUESTION. EACH MISSION MEMBER PARTICIPATED IN ONE UNCLASSIFIED

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OF THE THREE OCCASIONS, AND AMBASSADOR PARTICIPATED IN TWO OF THE THREE OCCASIONS.

6. ABU DHABI ININERARY: MISSION ARRIVED IN ABU DHABI AT 3:30 PM ON JAN 16. AFTER CHECK-IN AT HILTON MEMBERS ASSEMBLED IN MISSION SUITE FOR BRIEFINGS ON ECONOMIC/COMMERCIAL SCENE IN ABU DHABI GIVEN BY HEAD OF EMBASSY E/C SECTION, ON WATER RESOURCES IN UAE GIVEN BY US BUREAU OF RECLAMATION'S UAE PROJECT MANAGER, AND ON PROGRAM IN ABU DHABI GIVEN BY MISSION CONTROL OFFICER. THAT EVENING MISSION ATTENDED A RECEPTION GIVEN IN ITS HONOR BY ABU DHABI CHAMBER OF COMMERCE AND INDUSTRY. THIS RECEPTION WAS ATTENDED BY SOME 150 LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS. THE EXCELLENT TURNOUT BY GOVERNMENT ENGINEERS AND TECHNICAL ADVISORS (BEST WE HAVE SEEN AT ANY CHAMBER OF COMMERCE TRADE MISSION RECEPTION) WAS PARTICULARLY GRATIFYING.

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ACTION NEA-10

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FM AMEMBASSY ABU DHABI
TO USDOC WASHDC
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AMEMBASSY JIDDA
AMEMBASSY MUSCAT
AMCONSUL DHAHRAN
USINT BAGHDAD

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DEPARTMENT PASS BAGHDAD

ON MORNING OF JAN 17, MISSION CALLED AS A GROUP ON
ABU DHABI DEPT OF WATER AND ELECTRICITY (DWE) AND MET
WITH: SAYYAH MOUSSA, UNDERSECRETARY; SHAIBA KHAMEES,
UNDERSECRETARY; MOH'D OSMAN, ADVISOR TO THE CHAIRMAN;
HABIB AHMED, DIRECTOR GENERAL TECHNICAL; PETER HIPWELL,
DIRECTOR OF WATER DISTRIBUTION; IAN MACGREGOR, SUPER-
INTENDENT OF THE DESALINATION PLANT; DARWISH MOH'D
KHAMEES, SUPERINTENDENT OF THE POWER PLANT, AND OTHERS.
MISSION THEN PROCEEDED TO THE ABU DHABI MUNICIPALITY
WHERE MEMBERS MET WITH C.R. PANGBOURNE, DIRECTOR OF SEWAGE
TREATMENT; E. KHAN, DIRECTOR OF FORESTY DEPT; A. JIRJIS,
CHIEF MUNICIPALITY ENGINEER; AND S.M. SOROURI, DIRECTOR
OF AGRICULTURE DEPT. FOLLOWING THESE GROUP MEETINGS
MISSION MEMBERS ATTENDED LUNCHEON GIVEN IN THEIR HONOR
AT AMBASSADOR' S RESIDENCE. ALTHOUGH SIZE OF ABU DHABI
MARKET PRECLUDED DIVERTING THE MISSION TO AL-AIN (AN
ATTRACTIVE MARKET FOR WATER RESOURCES PRODUCTS) THE
DWE DIRECTOR OF WATER DISTRIBUTION FOR AL-AIN, THE
MANGER OF THE CONSULTING FIRM FOR THE AL-AIN WATER
DISTRIBUTION AND SEWAGE EXPANSION PROJECTS, AND THE
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CHIEF AGRICULTURAL ADVISOR IN THE AL-AIN MUNICIPALITY WERE FORTUNATELY ABLE TO ATTEND THE LUNCHEON IN SPITE OF THE 200 MILE ROUND TRIP FROM AL-AIN. ALSO PRESENT AT LUNCHEON WERE HIGH-LEVEL OFFICIALS FROM ABU DHABI DEPT OF WATER AND ELECTRICITY.

7. THE AFTERNOON OF JAN 17 AND MORNING OF JAN 18 WERE TAKEN UP BY INDIVIDUAL CALLS BY MISSION MEMBERS ON LOCAL BUSINESSMEN AND GOV'T OFFICIALS. ABOUT 70 SUCH APPOINTMENTS HAD BEEN ARRANGED BY EMBASSY, AND WE WERE PLEASSED THAT ALL BUT FOUR OF THEM WERE KEPT.

8. ON AFTERNOON OF JANUARY 18 A GROUP MEETING WAS HELD IN MISSION SUITE WITH REPRESENTATIVES OF OMAN'S MINISTRY OF AGRICULTURE, FISHERIES, PETROLEUM, AND MINERALS WHO HAD BEEN BROUGHT TO ABU DHABI BY EMBASSY MUSCAT'S E/C OFFICER EXPRESSLY TO MEET MISSION. WE BELIEVE THIS MEETING WITH THE DIRECTOR OF WATER RESOURCES FROM OMAN'S MINISTRY OF AGRICULTURE, AND WITH THE SECRETARY OF THE OMAN WATER RESOURCES COUNCIL TO HAVE BEEN THE FIRST CONTACT BETWEEN A U.S. TRADE MISSION AND THE GOVERNMENT OF OMAN.

9. AS PART OF ITS EFFORT ON THE MISSION'S BEHALF, THE ABU DHABI CHAMBER OF COMMERCE AND INDUSTRY MAILED TO ITS MEMBERS 1500 COPIES OF A BILINGUAL MISSION ANNOUNCEMENT FOUR DAYS BEFORE THE MISSION'S ARRIVAL. OTHER PUBLICITY WAS HANDLED BY USIS. COVERAGE IN BOTH ENGLISH AND ARABIC PRESS WAS GOOD. THE GROUP MEETING AT ABU DHABI DEPT OF WATER AND ELECTRICITY WAS COVERED BY ABU DHABI TELEVISION AND A FREELANCE REPORTER/PHOTOGRAPHER UNDER CONTRACT TO ARAMCO WORLD MAGAZINE. THE FREELANCER ALSO FILED A STORY TO THE WALL STREET JOURNAL, THOUGH EMBASSY NOT AWARE IF ARTICLE WAS PUBLISHED OR NOT. USIS ALSO ARRANGED FOR A RADIO INTERVIEW OF MISSION DIRECTOR PLANAGAN DURING MISSION STAY IN ABU DHABI.

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COPIES OF PRESS COVERAGE AND PHOTOS OF CHAMBER OF COMMERCE RECEPTION WILL BE POUCHED AS SOON AS PHOTOS ARE DEVELOPED.

10. RESULTS OF MISSION: MISSION MEMBERS REPORTED A TOTAL OF 62 SALES LEADS OBTAINED IN THE UAE. ONE MISSION MEMBER REPORTED SIGNING AN AGENT. EXPECTED SALES FOR THE NEXT 12 MONTHS WERE REPORTED TO BE DOLS 53 MILLION DOLS WHICH INCLUDED DOLS 5.2 MILLION OF SALES MADE DURING THE EVENT. IT SHOULD BE EMPHASIZED, HOWEVER, THAT A LARGE PART OF THE PROJECTED SALES WILL MATERIALIZE ONLY IF MISSION

MEMBERS ARE LOW BIDDERS ON SOME UPCOMING MAJOR PROJECTS.

11. COMMENTS:

A) EMBASSY GREATLY APPRECIATED TRADE MISSION DIRECTOR PLANAGAN'S
TIRELESS EFFORTS AND ATTENTIVE GOOD HUMOR WHICH DID MUCH
TO MAKE MISSION A SUCCESS. WE ALONG WITH JIDDA VERY STRONGLY ENDOR-
SE IDEA OF HAVING PERSON SERVE AS ADVANCE MAN AND
MISSION DIRECTOR. THIS OFFERS REAL ADVANTAGES AND SHOULD
BE STANDARD OPERATING PROCEDURE.

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ACTION NEA-10

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AMEMBASSY JIDDA

AMEMBASSY MUSCAT

USINT BAGHDAD

AMCONSUL DHAHRAN

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DEPT PASS BAGHDAD

(B) WE BELIEVE MISSION'S LIMITED TIME IN UAE WAS PUT TO
MOST EFFICIENT USE. TOUR OF RAS-AL-KHAIMAH ON FRIDAY
WAS BEST WAY TO SPEND NORMALLY "DEAD" DAY. FACT THAT
MISSION ARRIVED IN ABU DHABI BY LAND FROM DUBAI MADE IT POSSIBLE TO
SCHEDULE CHAMBER OF COMMERCE RECEPTION JUST FOUR HOURS
AFTER PLANNED MISSION ARRIVAL. CHAMBER NORMALLY WANTS
AT LEAST 10 TO 12 HOURS BETWEEN MISSION'S SCHEDULED
ARRIVAL AND CHAMBER 'S RECEPTION TO ALLOW FOR UNEXPECTED
AIRLINE DELAYS. LAND TRAVEL FROM DUBAI TO ABU DHABI
DURING SIESTA HOURS EFFECTIVELY GAINED MISSION ONE
WORKING DAY IN UAE, FINALLY, WE WERE ABLE TO COVER ENTIRE
MARKET IN LIMITED TIME AVAILABLE BY BRINGING MUSCAT AND
AL-AIN BUSINESS AND GOVERNMENT LEADERS TO MEET MISSION
MEMBERS IN ABU DHABI. EMBASSY HOPES TO MAKE USE OF ALL
THESE TIME-SAVING TECHNIQUES ON FUTURE MISSION.

C) GENERAL THEME OF MISSION WAS EXCELLENT FOR THIS COUNTRY.
FACT THAT WATER RESOURCES EMPHASIS IN IRAQ IS DIFFERENT
FROM THAT IN SAUDI ARABIA AND UAE NO DOUBT MADE IT DIFFICULT
TO RECRUIT 12 FIRMS WHOSE PRODUCTS WOULD BE UNIVERSALLY
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APPEALING IN ALL THREE COUNTRIES. THOUGH A FEW MISSION
MEMBERS SAID THEY EXPECTED TO FIND THEIR BEST OPPORTUNITIES
IN TRULY AGRICULTURAL IRAQ, WE FELT THAT THERE WASN'T ANY
FIRM WHICH WAS COMPLETELY UNSUITED TO UAE MARKET,
AND MOST FIT WELL.
DICKMAN

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